

iPhone Application Design

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- iPhone Application Design Checklist
 - iPhone applications are complex, and it's important to keep your eye on both the style and the function of your product.
- When you inspect your application, check the following aspects
 - No broken links in application, internal or external
 - Removed the word "beta" from anywhere in application or documentation
 - Any accessories to be used with the application are authorized by Apple
 - Application interface follows Apple Human Interface Guidelines
 - No long load times
 - Loads are covered by a graphical loading image or animation
 - Resource utilization is well within bounds and doesn't make platform laggy
 - Application is sufficiently different from pre-existing applications
 - Application doesn't duplicate functionality of Apple applications
 - Application doesn't use trademarks of other companies (or similar names)
 - Application doesn't interfere with iPhone function (such as draining battery life)
- Metadata Checklist for Creating iPhone Applications
 - For an iPhone application to function, it needs to check all the boxes for metadata.
- Follow these rules to make your metadata functional and helpful
 - Primary language chosen
 - Company name defined
 - SKU number is defined; use UPC if available
 - Application name and description are set
 - Application description is concise but full and views well on the iPhone
 - Primary app category and subcategories chosen
 - Secondary app category and subcategories chosen
 - Copyright and version strings are defined
 - Application URL is defined, valid, and stable

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- Support URL is defined, valid, and stable
- Support email address is defined, valid, and receives e-mails
- EULA written and defined (if needed)
- EULA (if defined) is consistent with iTunes minimum terms and conditions
- If user must accept EULA, the app asks user within app itself
- Supported devices selected
- Game advisories defined
- Distribution regions chosen
- Payment information defined on iTunes Connect (Paid Applications contract)
- Price tier chosen
- Encryption: US Department of Commerce approval obtained if encryption is used for anything other than authentication
- iPhone Application Name Checklist
 - Even if you have a great iPhone application idea, you need a great name that sells it.
- Follow a few simple rules to make your name memorable and successful:
 - Can be found easily with appropriate search terms
 - Is no longer than 20 characters
 - No version number appears in app name
 - No other brands (for example, "iPhone") in app name
 - Is simple, concise, and relevant
 - Is not too similar to the name of another product
- Checklist for Making Screen Shots of Your iPhone Applications
 - In the Apple store, you need to communicate the function and elegance of your application with smartly selected graphics.
 - You can submit up to five screen shots for your listing.
- Follow these steps to make your graphics count:
 - Created Primary screen shot
 - Primary screen shot shows what app is and main functions
 - (Optional) Created up to four additional screen shots
 - Additional screen shots support primary screen shot
 - All screen shots are high-quality and easily legible

- All screen shots are appropriate, both culturally and in terms of maturity
- Status bar removed from all screen shots (if present)
- Each screen shot has correct size:
 - 320x460 for Portrait, status bar removed
 - 320x480 for Portrait, full screen
 - 480x300 for Landscape, status bar removed
 - 480x320 for Landscape, full screen
- Localization Checklist for Creating iPhone Applications
 - An iPhone application may be designed in one country and distributed in many.
 - For maximum sales, you need to consider the language and cultural preferences of every country where you hope to make sales.
- Check these design and language aspects of your application
 - Languages chosen for localization
 - The following elements are localized in all languages
 - Application name
 - Application description
 - Application URL
 - Support URL
 - Support email
 - Screen shot(s)
 - App binary
 - All localizations are professional (they aren't just word-for-word translations)
 - All elements in a given language are appropriate to all cultures that use that language
 - All localized elements are also tailored to target culture